

DoodleQuote - Customer Success Story

Automotive company digitises its job quoting process

Challenge

A Dusk customer, a large Australian automotive company specialising in DPF Technology, and Car Services, wanted to provide a product to their customers for them to in turn quote their customers for products and services. Prior to DoodleQuote, this process was managed manually, however, it was not cost or time effective, as well as the risk of human error in the data entry process. As a result, they lacked accountability and missed opportunities to increase revenue of their products and services. The automotive company sought a digital solution to transform their business processes.

Solution

With the implementation of DoodleQuote, the company's entire job quoting process has been automated from end to end to more effectively engage and deliver value to customers. Furthermore, this software solution is improving business process by making it more efficient as the technicians can quote the customers anywhere anytime.

Features include instant quoting, customisable SMS templates, ability to take or upload pictures, purchase SMS credits, display SMS credit balance, track the quotes and integrated credit card payment facility. A subsequent phase is already underway for additional functionality including integration. It has since been white labelled for sale as a solution to other leading automotive businesses.

Results

Since the business embraced this digital transformation, it has been able to increase customer engagement. The technicians are able to instantly quote customers and receive responses fast. Customers no longer play phone tag or miss repairs on their vehicle.

Additionally, replacing paper and manual processes has allowed them to save time and costs, keep accurate records and engage in a new way with their customers via DoodleQuote, the easy to use mobile app. Thanks to this product, the business can create deeper relationships with their customers through fully automated quoting.

Businesses face several challenges such as duplicate and manual legacy data entry methods, delays in receiving responses, difficulty with audit and performance measuring, missed opportunities to increase revenue on products and services plus more. DoodleQuote helps you solve these challenges and makes your business more profitable.

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